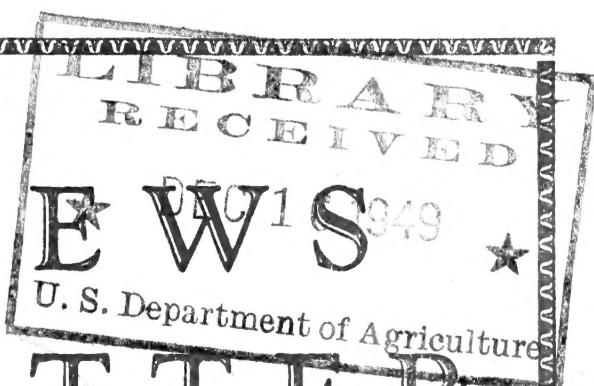


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NEWS
LETTER
AND
PRICE LIST

DECEMBER, 1949



RUSSWARD
Saintpaulia Growers

629 W. MATTHEWS AVE.

JONESBORO, ARKANSAS

December, 1949

Dear Friends:

At times we'd like to forget about the violets and spend every day at the typewriter. We've got the nicest customers in the world. You've gotten so you don't even bawl us out about damaged plants anymore. We used to get some rip-snortin' nasty letters about that, but apparently everybody's satisfied that we're not out to skin 'em. Thank goodness.

And, as much as we dislike the fact, the plants do get torn up now and then. When the average customer gets a busted plant, he immediately concludes that the packing is all wrong. 'Tain't so. There are many factors that enter into the packing problem. The packer can control most of them, but certainly not all of them. No practical packing method can possibly be expected to take care of all the things that go wrong. I say "practical" because, with elaborate cardboard forms for supporting the plants, foam rubber, and individual thermostatically controlled heating units for each packing box it would be possible to get every plant to its destination in perfect condition. A plant packed in this way would cost around \$30.00. Wouldn't have many customers, would we? It's cheaper all the way around to make a replacement. Expensive packing materials and elaborate methods only add to the cost of your plant. They represent dollars and cents to the packer but they're nothing but waste paper to you and your garbage man hauls them off as such. We think it's better to settle for a cheap, simple method that will get 95% of the plants to you in good shape, and replace the other 5%. The customer benefits by getting more plant to keep and less packing to throw away. We benefit by a more streamlined packing system.

But, as I say, things go wrong. Plants working out of the pots is the most common troublemaker. If your plants comes to your door that way, it's because the box has ridden to its destination stacked so that the plant is upside down. Furthermore it has probably received some pretty hard jolts while it was stacked that way. Now, our plants are heavy. With the exception of two or three varieties, every plant we send out represents a good bit of bulky weight in leaves, crown and roots. If they've upside down long enough and jiggled hard enough, they'll just fall out. We try to guard against this by building up with tissue around the crown, padding the pot with spaghnum, wrapping with more paper and tying that top collar down to the rest of the pot to hold the plant in the pot if it is turned upside down. But, postal clerks being what they are, and the force of gravity being what it is, sometimes the sticker (Please Don't Stack This Face Down) is ignored, and the heavy plant rips loose from its roots and - - ooey-gooy!!! The longer the trip the greater the danger. Consequently, when we choose plants for shipment, the farther away the customer, the smaller the plant. I may be cutting off some good sales by saying that, but frankly, it gives us the jitters

to send plants to Oregon and Montana and Maine. We can do a darn sight better by the folks in Missouri and Tennessee.

The disastrous divorce of plant and pot is only one of the things that can go wrong. There are, as I said before, dozens more. The point is that we know that some of the plants we ship are going to be broken up. And we don't necessarily think you're telling a whopper when you write to tell us so.

You know, many people have patronized mail order houses for years and still haven't the faintest notion of what sort of rules govern this type of transaction. On the surface it would appear that the firm could gyp the customer and vice versa with no holds barred. Actually, both parties are protected by myriad postal rules and regulations which are ably enforced by postal inspectors, and by Interstate Commerce legislation. In other words, don't just sit quietly by and get rooked via mail. Ask your postmaster.

Even the Postmaster General himself can't do anything for you, though, if you ordered something and sent cash for it. Do you know why mail order firms ask for "remittance by check or money order"? If your letter with cash enclosed went astray before it got to the packer and you never received the merchandise you ordered, you couldn't prove that you ever ordered it, could you? The company would be faced with the alternative of an irate customer or a financial loss, and would probably wind up with both. On the other hand, records are kept of checks and money orders. If your endorsed check comes in at your bank at the end of the month and still no merchandise, you have a record that the firm has your money. If the firm is in good faith, this fact can be of tremendous help in tracking down an incompleated transaction. Or if the company is trying to "do" you, your mention of the endorsed check should be enough to bring about a little action.



I don't think you all realize what a chance you take when you send cash through the mail. We're real flattered that you trust us but, my gosh, we lose things, too, ya know!!!

This might seem like a weird place to launch into a discussion of mail order do's and don'ts. Actually, however, there's a better-than-average chance that everyone who receives this letter is, or has at some time been, a mail order customer. It's important for you to know these things. Mail order firms catering to specialized groups have mushroomed all over the country, particularly since the war. Some are in business to stay and are eager to establish a reputation of honest dealing and reliability. Others are out to make a fast buck and will be long gone by the time the postal inspector comes around to investigate. It's too bad that there isn't a way to tell from an ad in a magazine just which firm belongs in which category.

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**Boner of the Year:** Some months ago we offered the saintpaulia Red DuPont for sale and commented that it was synonymous with Congo-Queen. Our information came from one of the leading wholesale houses. Later on (after we'd sold out), we received the corrected version of the situation. The two plants are not the same. Congo Queen is the property of none other distinguished person than Mrs. Robert Wright, president of the African Violet Society of America. She has given cuttings to a very few intimate friends but has retained complete control of it. To charming Mrs. Wright we offer red-faced apologies.

Cordially,  
*"Russ"*

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PRICE LIST

ORDER NOW!!! Fragile stickers don't mean a thing to the postal clerks during the Christmas rush. For this reason, we will suspend shipping from December 14 until December 26. We will have all hands out to handle your orders these first two weeks in December so that (barring eccentricities of weather) your plants can reach you promptly. We will be glad to gift-wrap if you so desire. Don't forget to send us your card if you want it enclosed.

WINTER SHIPMENTS—Yes, we ship all winter wherever possible. The extreme northern states are pretty well cut off already. The belt from Nebraska and Kansas east is shipped according to the weather map. Shipments directly east, west, and south can be made pretty steadily with the exception of perhaps a few days here and there. The guarantee of safe arrival holds regardless of the weather. If your order is being held up by a cold wave, you will be notified.

***Amethyst, Blue**—Lovely tapered leaves, slightly quilted. Excellent bloomer. Medium-light blue
----- \$1.25

***Amethyst, West Coast**—Medium large plant, grows somewhat upright. Distinctive dark, tapered, dog-toothed edged foliage. A rewarding bloomer
----- \$1.50

***Azure Glory**—Medium blue. Very pretty plant not generally known. Leaves rather round, with tiny scallops
----- \$1.75

***Bi-Color** — or Red Bi-Color. Two upper flower petals deep red-violet, three lower, paler lavender. Nice, neat-looking foliage pointed and rather slick. Large plant
----- \$1.50

Blue Amazon — or Supreme. Have only a few of these. Very dark velvety blue, large but sparse flowers. Heavy, brittle foliage
----- \$1.75

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629 W. MATTHEWS AVE.



**JONESBORO, ARK.**

**Sustaining Member African Violet Society of America, Inc.**

Ship To \_\_\_\_\_ Date \_\_\_\_\_

Street or R.F.D. \_\_\_\_\_

Town and State\_\_\_\_\_

Amount Enclosed \$\_\_\_\_\_

If this order is being sent as a gift, please write your own name and address below, since we would like to notify you of shipment.

Gift wrapping on request.

[illegible]**ARKANSAS CUSTOMERS: ADD 2% SALES TAX**

**Cut Along Dotted Line**

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**\*Blue Boy**—This one seems to be here to stay. Good on every count. Dark blue blossom, medium green ovate leaves. Good bloomer ..... **\$1.25**

**\*Blue Butterfly**—This, ladies, is the best buy in the house. They're getting almost too long to pack in the boxes we have, so if you want one you'd better order it quick! Medium pale blue, lovely slender flower petals. Tapered medium green leaves. Unusually large plant ..... **\$1.75**

**\*Blue Eyes**—Another good-looking plant. Shade of blue between Butterfly and Tinted Lady. Foliage very slick and dark. Plant grows a good bit flatter than Butterfly ..... **\$1.75**

**\*Blue Girl**—(Pat'd) Well known, by now, to all violet enthusiasts. Scalloped foliage, dark blue blossom ..... **\$1.25**

**Blue Girl Amazon**—or Blue Girl Supreme. This ditto Blue Amazon except for leaf scalloping and white dot at base of stem ..... **\$2.00**

**\*Blue Velvet**—If you're short of space, you'll appreciate this one. Smallish plant—won't "take the place." Dark green, quilted, rather round leaves. Clear, medium blue blossom ..... **\$1.50**

**\*Blush Maid**—also Blush Beauty, Blush Lady, Blushing Maiden. Lovely shell pink. Tends to fade out to white if you don't give it enough light. Pink Beauty-type foliage ..... **\$1.25**

**\*Double Duchess**—or Double Dipper, Double Russian, Double Blue Boy. Latter name describes it best. Same foliage as Blue Boy, same shade blue flower, only double. If you have trouble with these in the summer, try extra dosage of fertilizer ..... **\$1.75**

**Brown's Pet**—Darling little miniature Blue Girl. First time offered by us. If you're partial to the "Girls," this will be a distinct addition to your collection ..... **\$2.00**

**\*Dickson's Purple**—This is another first for us. We're proud to present this superior variety. Intense blue, fine foliage ..... **\$1.75**

**\*Double Duchess Amazon**—or Double Duchess Supreme. Dark blue, large double flower. For best blooming, divide these multiple-crown plants. They need generous root-room, generous fertilizing ..... **\$2.00**

**\*Double Orchid**—Medium sized plants. Leaf slightly more tapered than Duchess, plant grows flatter. Should be rich lavender shade. If it fades out, add a pinch of powdered lime to a cup of water and feed about once a month, or until desired shade is reached. This treatment is good on all washed-out reds ..... **\$2.00**

**Dupont Hybrids No. 1, No. 5, and Silver Pink**—We were pretty skeptical about these when they first came in, and I guess our advertising copy showed it. Enthusiasm has waxed, however, as we have watched their performance here in the greenhouse. Gosh! They're just AWFULLY pretty! The blues (No. 1 and 5) don't look anything like any DuPont blues we ever had before though they look pretty much the same in the 2-inch pots.

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Foliage is darker, for one thing. And bigger! The dark (No. 1) is really DARK. Midnight blue, I'd say. Paler one is about the color of Blue Eyes. Silver Pink is a smaller plant than the others, but the shade is—well, shucks, you can't describe it! Crystal pink, maybe? Not anything like the color of Lavender Pink, though, honest. And that's a guarantee, brother! Some of these plants multiple-crown. Be sure to divide for best results.

\$2.50 each or \$6.50 for the three

**DuPont Lavender Pink**—For all its high-fallutin' kinnery, this is still a lovely plant. Bi-color tendency, upper petals darker ..... \$1.75

**\*Heavenly Blue**—Pale blue edition of Blue Boy. Been around a long time but can still hold its own ..... \$1.50

**\*Kewensis**—Darling little novelty. A "conversation piece," to use a well-worn cliché. Light green foliage, medium pale blue flowers. Small plant with a mind of its own. You can't keep the suckers off it. Better to let it go ragged. Looks better that way, anyway ..... \$1.75

**Lady Geneva**—(Pat'd) Tell your skeptical friends that there REALLY IS a violet with a blue flower with a white edge around it. It's registered with the U. S. Patent Office. Good-looking plant, too. .... \$3.00

**\*Lavender Lady**—Lavender shade between West Coast Amethyst and Red Head. Dark green foliage. Medium size plant. Nice bloomer ..... \$1.50

**Moire**—Another plant distinct for flower variegation. Flower dark blue with streaked effect like moire taffeta. Medium green foliage. Nice .... \$2.00

**Mrs. Boles**—Heavy, DuPont-type foliage with wine-tinted leaf reverse. Very lovely blue blossom ..... \$1.50

**\*Myrtle**—We've had grand results with this plant. Blooms like all-get-out. Pale green foliage, ripples with maturity. Medium dark blue flowers held high ..... \$1.50

**\*Neptune**—This is a personal favorite and can well hold its own with the new exotic introductions. Foliage very distinct. Slick dark green leaves with brilliant red reverse. Reddish purple blossom nearly round, pansy fashion ..... \$1.50

**\*Norseman**—Good ol' favorite. Ovate, emerald foliage. Medium blue flower ..... \$1.50

**\*Old Lace**—Now don't expect to get a big plant if you order this. It just doesn't grow very big. It will get along fine for the rest of its life in the pot it's shipped in. Deeply scalloped leaves with very pronounced white marking at base of leaf. Dark blue flowers rise on long stems above the kinky foliage ..... \$2.00

**\*Orchid Beauty**—or Mary Mac, Rosy Blue. Medium-sized, rather upright plant. Ovate leaves smooth and cupped downward. Flowers clear red-lavender produced freely above the foliage ..... \$1.25

**\*Pink Beauty** (Pat'd)—Well, everybody knows what this look like ..... \$1.25

**\*Purple Beauty**—Dark purple with slight rosy tinge. Glossy, quilted leaves with red reverse. Very popular ..... \$1.75

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**\*Red Girl—**(Orchid Girl) Familiar Girl foliage with red-lavender blooms which turn lighter orchid after they have opened. New price on this one ..... **\$1.50**

**Rose Purple—**Were out of this for awhile. Remarkable plant for this tremendous size. You can take me literally when I say a mature plant is as big as a dishpan. Small dishpan. Medium blue. Tailored foliage ..... **\$2.00**

**Ruffles—**Regardless of what plants you have in your collection, Ruffles will be different from any of the others. Extremely dark green tapered leaves with purple-red reverse. Flowers medium blue but it's the magnificent foliage which will catch all eyes ..... **\$2.00**

**\*Sapphire—**Old standby. An excellent plant at a tiny price. Originated as seedling of Blue Boy and Ionantha. Plant grows rather upright. Leaves flushed wine underneath. Small profusely-produced flowers of medium blue ..... **\$1.25**

**\*Sailor Boy—**Another good oldie. Have some handsome plants of this, too. Vivid medium dark blue, good bloomer ..... **\$1.25**

**\*Starlight—**Or Waterlily. Though this doesn't look anything like a waterlily, it isn't to be sneezed at by any means. Lovely pale blue flowers, dusty-green rather rounded leaves ..... **\$2.25**

**\*Thirty-Two—**A dandy buy just now. Grand big plants. Glossy neat foliage. Flower about the shade of Lavender Lady but much larger. Strictly an improved plant ..... **\$1.75**

**\*Tinted Lady—**Or Sky Blue. Palest of the blues. A fine outstanding plant. Dark green, tapered leaves. As many as six crowns in some of these plants ..... **\$1.75**

**\*Viking—**(Royal Sunset) One of the best of the dark blues. Slick, dark green leaves have quite a bit of red underneath ..... **\$1.25**

**Von Deitrich—**Impressive new variety with gorgeous foliage. Fast grower, quite large. Medium blue flower. Looks nondescript in a 2 inch pot. Shift immediately to 4 inch and you'll marvel at its performance ..... **\$2.00**

**\*White Lady—**(Pat'd) Same as always ..... **\$1.25**

**Nnor—**We have this in 6 ounce size for \$1.00 or three 1 oz. size for \$1.00. Goes a long way.

**Sodium Selenate—**Small vial, \$1.00. Enough to treat 150 plants. Instructions included.

**Ethylene Dibromide Capsules—**Soil fumigant. Safe, easy to use. Rids soil of nematodes. Directions with box ..... **\$1.00**

**Shipping Information—**Plants shipped in 2½ pots unless requested otherwise. Cultural instructions included. List price includes packing and mailing cost. Orders \$5.00 and over sent special delivery or special handling if to box number or RFD. We guarantee safe arrival of plants. For reference—

— ASK OUR CUSTOMERS —

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